Understanding and Clarifications on HawaiiFreshBox

**Home Page**: -

**Menu L1**

* Displays three recipes on the first row. Are these recipes shown at random or are they chosen by the Chef? If they are chosen, then we would need a separate screen to pick these recipes every week.
* When clicking on “facts” in the recipes displays a brief of the recipe in Ajax (lightbox effect), with 2 buttons, download and close and a link to view the full menu.
* The download button only works if the user is logged in, else a popup is shown asking the user to either register or login.
* The second row of top choices should be based on the star rating system.

**Menu L2**

* Displays complete details of a recipe.
* A screen needs to be developed in the backend for the Chef to input all this data. We would need to think a bit more on this.

**Sign Up Pages**

* The sign up pages would be displayed in 5 steps. Each step will be saved on hitting the continue button. This is done in case the user completes few steps and then exits without completing all of them, we can continue from the left off point. Do these steps need to be Ajaxed?
* Step 1 – Account Info: Get email ID and password. Email ID would be unique and this cannot be changed later.
* Step 2 – Shipping Info: Get first name, last name, street address, phone number, zip code and additional details. Here the zip code is checked and the following conditions then apply to the registrant.
  + If zip code belongs to Oahu: A message states that the meal will be delivered on Tuesday.
  + If zip code is outside Oahu but in Hawaii: A message displays that the meal will be delivered on Wednesday.
  + But if the zip code is not Hawaii: A message displays that delivery is not done in their area.
* Step 3 – Meal Plan: Can choose number of meals each week (will be 2 or 3 max) and number of servings (2 or 3 max). The following options are then shown below:
  + Meat, Pork, Seafood, Vegetable can be rotated by 1x, 2x or 3x by clicking on them repetitively.
  + Low Cal, low carb options will be on or off by clicking on them repetitively.
  + Similar options for allergies for certain items are mentioned, etc.
* Step 4 – Credit Card Info: The following will be done on this page.
  + We can auto fill the first name and the last name of the registrant along with the zip code as entered in Step 2.
  + The credit card number and other details will be input.
  + Also a field for gift card code / voucher will be provided, which when applied should correspondingly apply the discount. This should be discussed.
  + A terms and conditions checkbox is also provided which should be accepted before going to the next step.
  + On the side, an order summary box is provided which contains the meal preferences that we had chosen in the previous step is displayed. We should be able to update certain items here.
  + This also displays the weekly delivery day (ie., the next Tuesday / Wednesday, depending on the zip code) and the first delivery date and the delivery address. We need to check this since we are proving a drop down in the next step for updating the first delivery date.
* Step 5 – Confirm Your Order: This page shows the summary of all our order steps. Marlon: Can we change the order of the steps, ie., can we have Step 5 BEFORE Step 4, which is basically, confirm the order first and then show the credit card info page, so that when the registrant submits the page, it directly goes for payment? Thoughts.

**Questions:**

* What do we do for the following situations?
  + What if a user registers and needs just one meal?

**Gifts**

* Basically there will be two types of features in gifts, either give a gift / redeem a gift.
* The user can either be signed in or give a gift as a Guest.
* Give a gift (signed in) (gifts-L1, gifts-L2, gifts-L3)
  + Step 1: Would be similar to choosing the meal preferences.
  + Step 2: Would provide an option to either email the gift coupon or print it.
    - Other options includes the from name, recipient first name, last name, email ID and a message box.
    - A proceed to checkout button.
  + Step 3: We need NOT be having a Confirm Your Order screen since this would appear only for the recipient while redeeming. Hence, we should directly show the Credit Card Payment screen.
* Redeem a gift (New user) (redeeming-giftcard-step1, 2, 3, 4)
  + A new user would need to do this in around 4 steps.
  + Step 1 – Redeem Now: This screen would basically consist of a input field to type in the gift code and a checkbox if already a member. If the gift was emailed, clicking on the link provided in the email would automatically populate the code, else the user can type it in from the voucher.
  + If not a member:
    - Step 1 – Shipping Info: This would basically be the same as a new user registering.
    - Step 2 – Meal plan: Same as during new user registration.
    - Step 3 – Confirm order: The user can confirm the order and redeem his gift. If the checkbox “Would you like to become a member?” is checked while confirming the order, an ajax window appears asking for the password and confirmation.
    - Once typed in and verified, a message displays that the redeem was successful and takes them to the home page (or something different) if they have not become member and to the dashboard if registered as a member.
  + If a member:
    - Step 1: Ask for password alone, since the email ID would already be in the link.
    - Step 2: Meal plan
    - Step 3: Confirm order
    - Success message.

**Questions:**

* What if I click on the link, I’m not a member, but do not want to redeem the gift right now? How do we handle that situation? B’cos, right now, it takes you all the way to confirm order.
* What if I click on the link, I’m not a member, I complete say the first few steps and then decide, I don’t want to do it right now, maybe do it later. What do we do then? Do I just discard the data or do we save it. The reason that I’m asking this question is because these are pretty much the same steps as a new user registration and in that code we save the each and every step. But here if we do not save, we have to make sure that the code has proper conditions in it.
* If I’m already a member, and I already have a weekly meal plan, how do we handle the following situations:
  + If I want to redeem the gift card next week in addition to my existing weekly meal.
  + If I want to redeem the gift next week INSTEAD of my weekly meal, so basically, I should not be charged for it.
  + Finally, I just want the gift to be in my profile and I would like to redeem it sometime later.
  + One thought here is that when a gift card is bought for a user, we can check in the backend if the user already exists by checking the email and add it in his profile and just send a notification to the member. The member can then redeem it whenever he needs. Thoughts?
  + Is there a way to cancel a gift card? For eg., what if I’m given a gift card, but I don’t intend on using it, and so I let the member who gifted me that I don’t need it.
  + One scenario that is happening here is that a user is able to become a member even if they do not include their CC info. We may need to think on this.

**Dashboard**

* The following links are available: Orders and Subscription, Login and security, payment info, gifts, meal preferences, address and recipes.
* Apart from this, an option “Unsubscribe” is available which will stop the user membership, so he will not be receiving weekly meals and his CC will not be charged. However, the user will still be able login and view his info.
* Orders & Subscription: The following are present in this screen.
  + There is a cancel button that cancels the next weekly order to the member. However, it will resume the alternate week.
  + A calendar will be provided when clicked up will highlight the whole row, which means that delivery is not required for that row. The member has the option to select multiple rows as he chooses.
  + A order history table is presented below, with the list of orders for the last 4 weeks (or more). Option to provide star ratings for the recipes is provided. Once the rating is given for a meal by the member, it cannot be undone.
* Login & Security: Options to change the name, contact number, password is provided here. The email ID cannot be modified whatsoever.
* Meal Preferences: The member can change his preference for the meals such as number of meals, servings, meat quantity, etc.
* Payment Info: Basic details about your CC is stored here. This should be fetched from the Payment Gateway. Also, if there is a gift card that was given to you, it would be stored here. It is possible to redeem it from here.
* Addresses: -
* Gifts: -
* Recipes: Shows favorites recipes and options to create cookbooks, etc. Cookbooks can be created and recipes can be added to the cookbooks.

**Questions:**

* What if the user unsubscribes and then would like to resume the membership?
* What is “Advanced Security Setting” in the login and security page?
* If the meat, pork, seafood, etc., quantity is changed, does the price change?
* In the payment info page, there is an expiry date for the gift card, what happens if not redeemed? Does the amount need to be refunded to the buyer, ie., the person who gave the gift?
* Also, what if the member registered by redeeming a gift card, there would be no CC information for him.
* In the recipes section, how does the member choose favorite recipes?

**General Questions**

* Every week, does the member manually choose a recipe or is a box delivered automatically based on his meal preferences? If the box is delivered automatically, would it be any one of the weekly recipes from the menu of the week?
* This might be a question already asked, but if the number of meals per week is changed or if the number of servings is changed or the quantity of meat, pork, etc., is varied, does the price change?
* When clicking on the download button, I’m assuming that a PDF of the recipe needs to be downloaded. Is this PDF generated and uploaded or does this need to be generated on the fly?

**Admin Questions:**

* What are the screens required for the Chef?
* What the fields that the Chef would be providing for eg., for a Recipe? This very important since we would be taking these fields and displaying in the front end.
* Any particular information that the Chef would like to input.